

# The QuickInsite Report

Prepared for: Hope Partnership for Missional Transformation DoC

Study area: Custom Geography

Base State: IN

Current Year Estimate: 2016

5 Year Projection: 2021

10 Year Projection: 2026

Date: 5/17/2017

Semi-Annual Projection: Fall

## About the QuickInsite Report

The QuickInsite report is designed to provide a quick look at a geography defined by a user. It provides an initial impression of a study area through a set of 12 demographic variables, the top 10 Mosaic Segments and 5 Religious Beliefs and Practices derived from the Simmons National Consumer research data.

NOTE: Not all of the demographic variables available in the MI System are found in this report. The FullInsite or ExecutiveInsite Reports will give a more comprehensive view of an area's demographics and ViewPoint a fuller view of its beliefs and practices.

## Two Sections

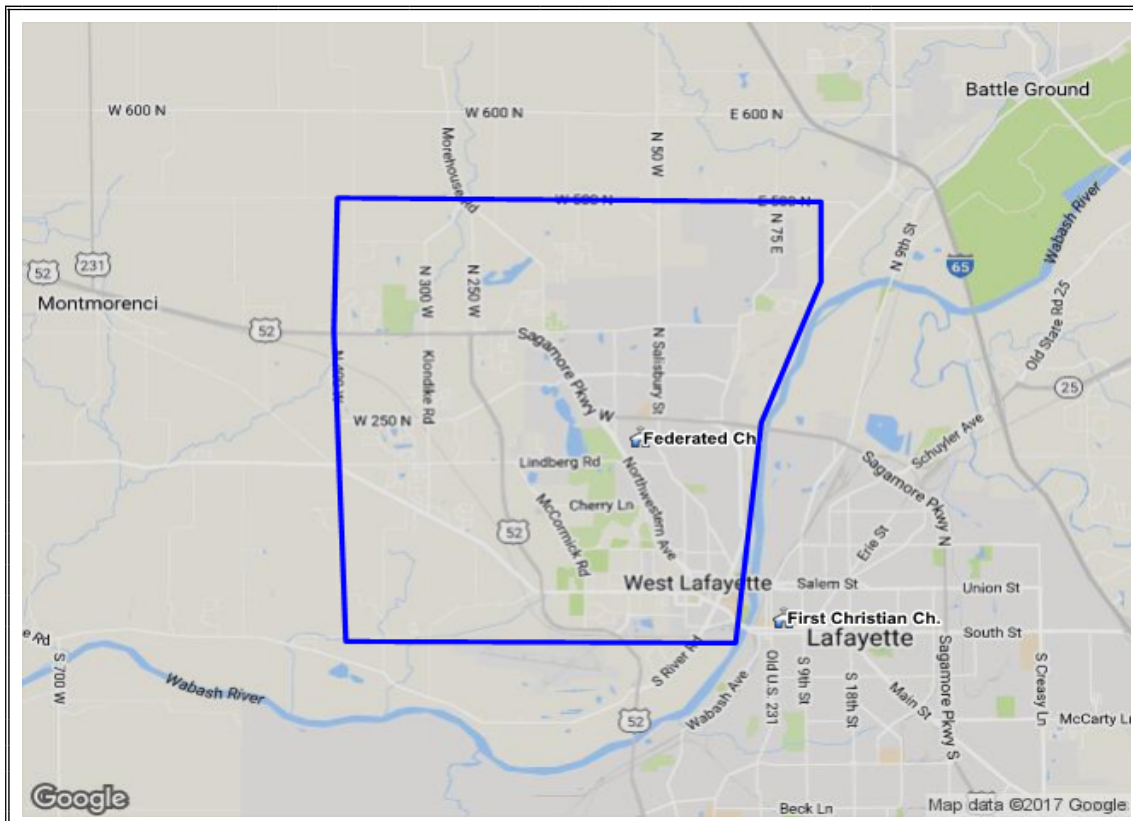
Two reports are provided on the following pages.

- The **Story View** Report presents 10 demographic indicators of your study area.

- The **ThemeView** Report presents greater detail about those 10 indicators but organized around themes.

For more information on interpreting the various data on this report, please refer to the Supporting Information on the final page.

## THE STUDY AREA



## More Information

Please refer to the last page of the report for additional notes and interpretation aides in reading the report.

## Significant Demographic Indicators of the Study Area's Story

<p><b>1</b></p>	<p><b>Population Change</b></p> <p>In the 10 year future, how is this area expected to change?</p> <p><small>(See Population and Families Theme)</small></p>	<p>Significant Decline    Moderate Decline    Little Change    <b>Moderate Growth</b>    Significant Growth</p>
<p><b>2</b></p>	<p><b>School Age Change</b></p> <p>In the 10 year future, how is the population of school age children in this area expected to change?</p> <p><small>(See Age Theme)</small></p>	<p>Significant Decline    Moderate Decline    Little Change    Moderate Increase    <b>Significant Increase</b></p>
<p><b>3</b></p>	<p><b>Families with Children</b></p> <p>Compared to the state, are families with children more or less likely to live in two parent households?</p> <p><small>(See Population and Families Theme)</small></p>	<p>Significantly Less    Somewhat Less    <b>About the Same</b>    Somewhat More    Significantly More</p>
<p><b>4</b></p>	<p><b>Adult Educational Attainment</b></p> <p>For this area, what is the general level of education of the adults 25 and older?</p> <p><small>(See Education and Career Status Theme)</small></p>	<p>Very Low    Low    Mixed    High    <b>Very High</b></p>
<p><b>5</b></p>	<p><b>Community Diversity Index</b></p> <p>How diverse is the racial/ethnic mix of this area?</p> <p><small>(See Community Diversity Theme)</small></p>	<p>Very Homogeneous    Homogeneous    <b>Moderately Diverse</b>    Very Diverse    Extremely Diverse</p>
<p><b>6</b></p>	<p><b>Median Family Income</b></p> <p>How does the median family income compare to the state for this area?</p> <p><small>(See Financial Resources Theme)</small></p>	<p>Significantly Less    Somewhat Less    <b>About the Same</b>    Somewhat Greater    Significantly Greater</p>
<p><b>7</b></p>	<p><b>Poverty</b></p> <p>Compared to the state, is the number of families in poverty above or below the state average?</p> <p><small>(See Financial Resources Theme)</small></p>	<p>Significantly Below    Somewhat Below    About the Same    <b>Somewhat Above</b>    Significantly Above</p>
<p><b>8</b></p>	<p><b>Blue to White Collar Occupations</b></p> <p>On a continuum between blue collar and white collar occupations, where does this area fall?</p> <p><small>(See Education and Career Status Theme)</small></p>	<p>Very Blue Collar    Somewhat Blue    <b>Closely Split</b>    Somewhat White    Very White Collar</p>
<p><b>9</b></p>	<p><b>Largest Racial/Ethnic Group</b></p> <p>In this area, which racial/ethnic group is the largest percentage of the population?</p> <p><small>(See Community Diversity Theme)</small></p>	<p>Asian (NH)    Black/African American (NH)    <b>White (NH)</b>    Hispanic or Latino    Pacific Islander/American Indian/Other</p>
<p><b>10</b></p>	<p><b>Religiosity</b></p> <p>What is the level of religiosity in this study area?</p> <p><small>(See Religiosity Theme)</small></p>	<p>Very Low    <b>Somewhat Low</b>    Mixed    Somewhat High    Very High</p>

# ThemeView

## Demographic Descriptions of the Study Area

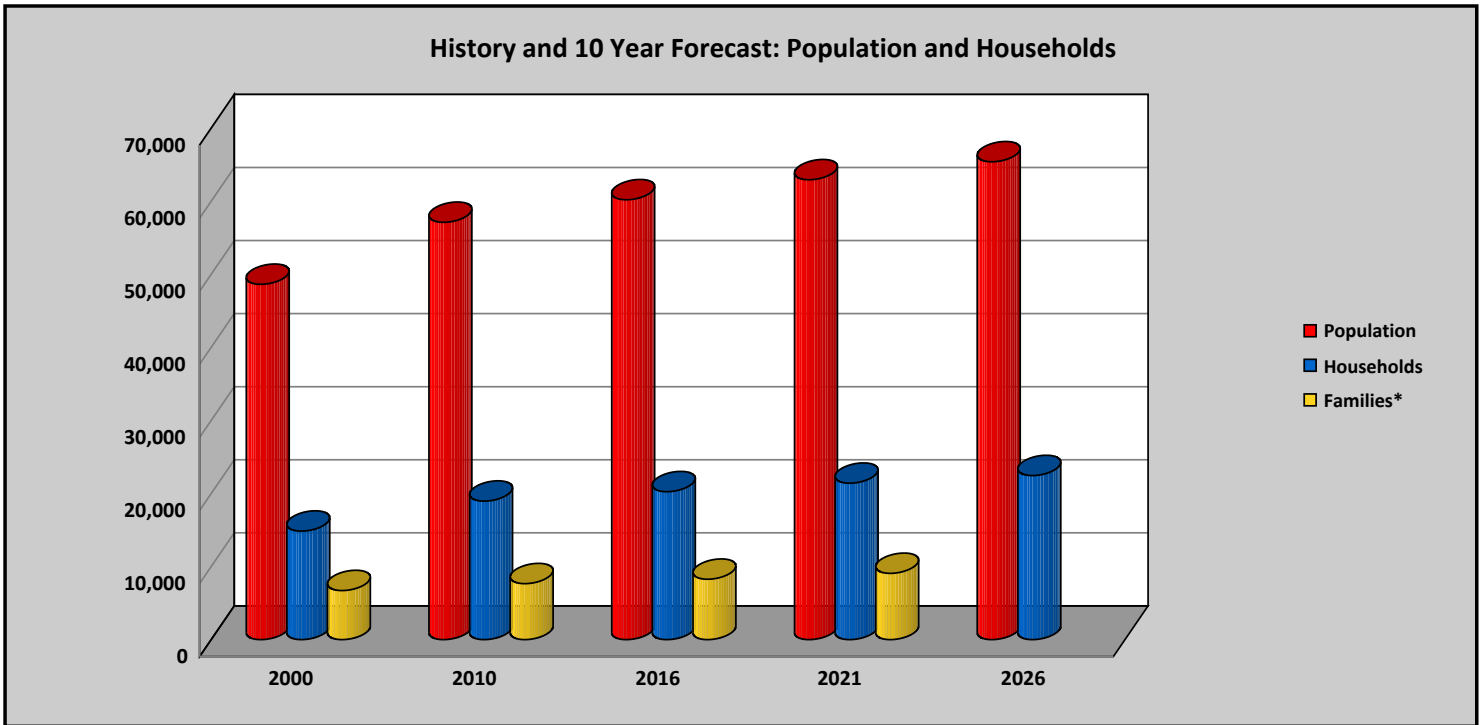
Study area: Custom Geography

Date: 5/17/2017

### Population and Households Theme

Population is the most basic demographic characteristic. It indicates how many persons reside within an area and how that total changes over time. In addition, future population is forecasted looking out 10 years.

#### Population and Household History with 5 and 10 Year Projected Change

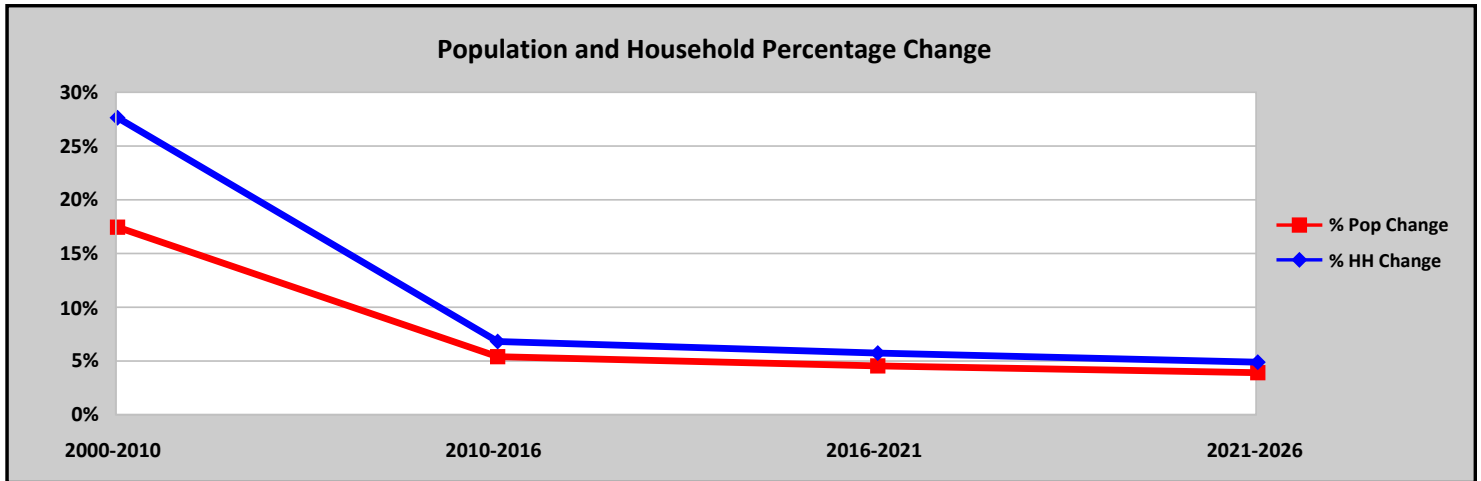


NOTE: Family Household data is not projected out 10 years.

Population, Households & Families					
	2000	2010	2016	2021	2026
Population	48,625	57,111	60,196	62,933	65,394
Population Change		8,486	3,085	2,737	2,461
Percent Change		17.5%	5.4%	4.5%	3.9%
Households	14,849	18,953	20,244	21,406	22,452
Households Change		4,104	1,291	1,162	1,046
Percent Change		27.6%	6.8%	5.7%	0.0%
Population / Households	3.27	3.01	2.97	2.94	2.91
Population / Households Change		-0.26	-0.04	-0.03	-0.03
Percent Change		-8.0%	-1.3%	-1.1%	-0.9%
Family Households	6,713	7,656	8,263	9,067	
Family Households Change		943	607	804	
Percent Change		14.0%	7.9%	9.7%	

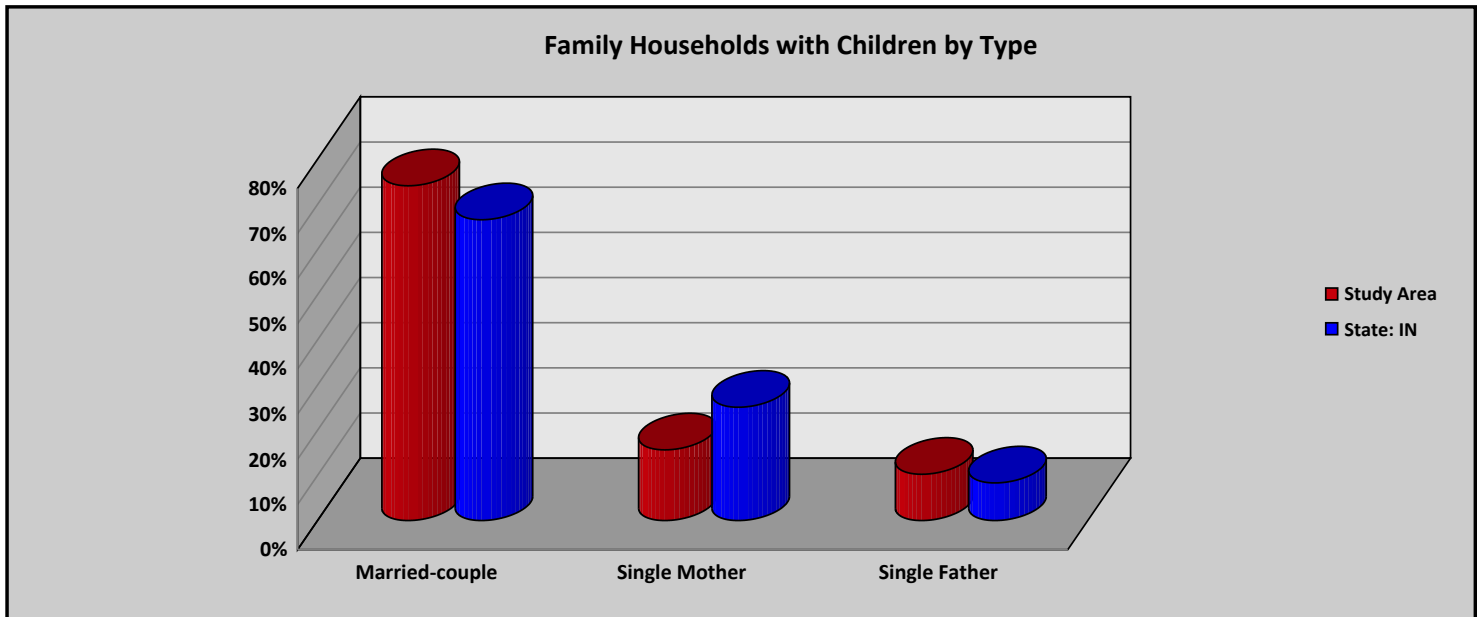
## Population and Households Theme

### Population and Household History with 5 and 10 Year Projected Percentage Change



### Family Households

Family households with children are changing. The traditional married couple structure is evolving into many different family expressions in which children are being raised. These data provide an insight into the family structures within the study area and then compares them to the state.



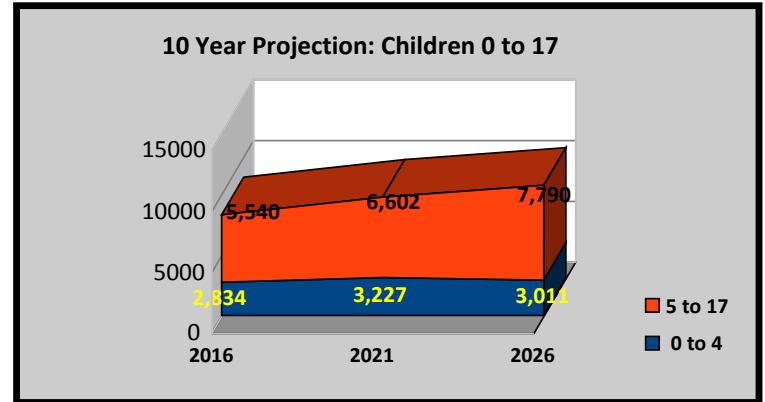
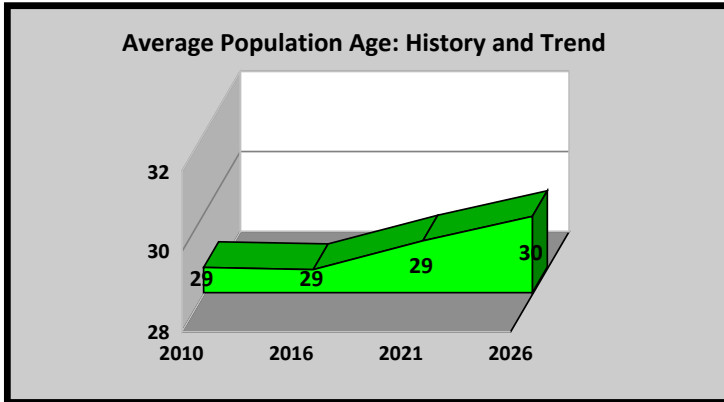
This table presents both the history and projections for family structures in the study area. Take note of the change column to discern how these family structures have changed and are projected to change in the future.

Households with Children	Actual Hhlds by Year			2010 to 2021	Percent of all Hhlds by Year			2010 to 2021
	2010	2016	2021	Change	2010%	2016%	2021%	% Change
Family: Married-couple	2,835	2,951	3,212	377	75.9%	74.1%	73.2%	-2.7%
Family: Single Mother	660	623	697	37	17.7%	15.6%	15.9%	-1.8%
Family: Single Father	239	408	480	241	6.4%	10.2%	10.9%	4.5%
<b>Total:</b>	<b>3,734</b>	<b>3,982</b>	<b>4,389</b>	<b>655</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	

## Age Theme

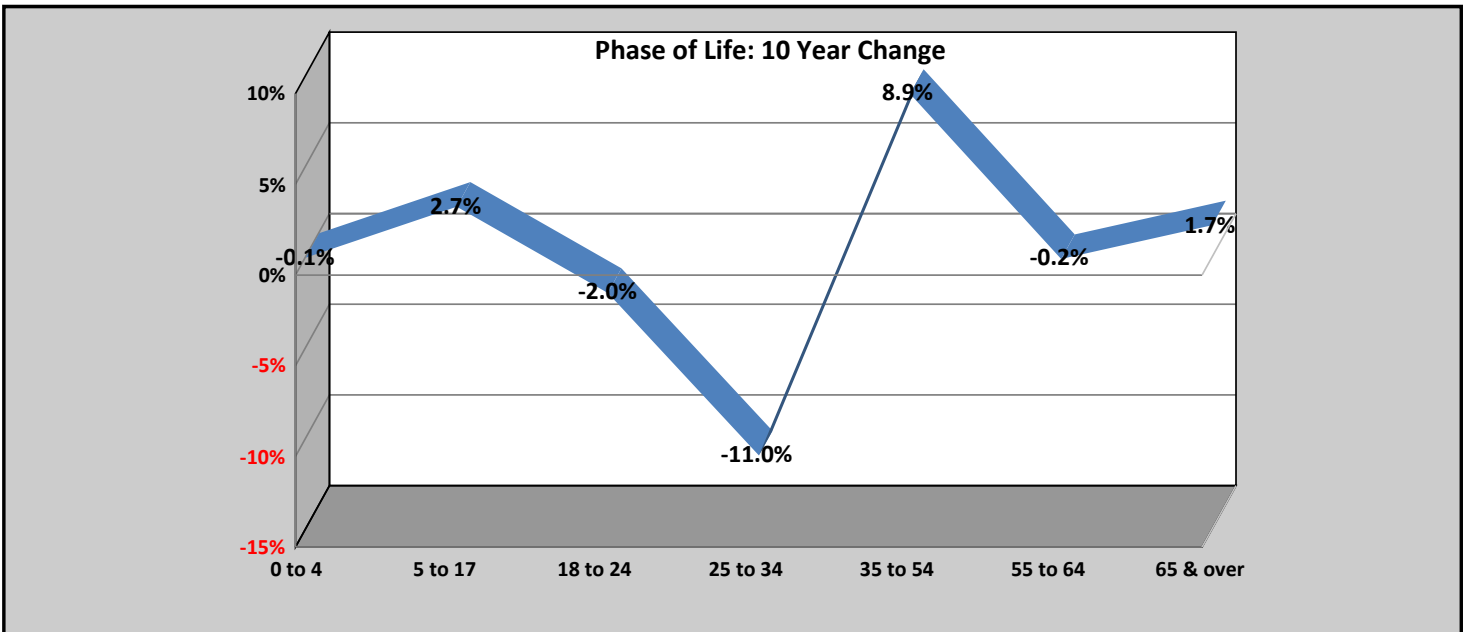
### 10 Year Average Age and Children 0 to 17 Trends

The age history and forecast reflects change in a community. Many are aging as a consequence of the aging Baby Boom generation and the decline in live births for many years in the late 20th and early 21st centuries.



### Phase of Life

The Phase of Life 10 Year Change graph highlights life phases that will increase or decrease as a percentage of the total population in the forecasted 10 year future.



Phase of Life presents how a community changes and people age through their various life phases.

Phase of Life	Actual Population by Year & Phase				Percent of Pop by Year & Phase			
	2010	2016	2021	2026	2010%	2016%	2021%	2026%
Before Formal Schooling: 0 to 4	2,320	2,834	3,227	3,011	4.1%	4.7%	5.1%	4.6%
Required Formal Schooling: 5 to 17	4,599	5,540	6,602	7,790	8.1%	9.2%	10.5%	11.9%
College/Career Starts: 18 to 24	29,762	26,467	26,987	27,415	52.1%	44.0%	42.9%	41.9%
Singles & Young Families: 25 to 34	6,832	9,981	7,155	3,647	12.0%	16.6%	11.4%	5.6%
Families & Empty Nesters: 35 to 54	6,998	8,029	10,784	14,561	12.3%	13.3%	17.1%	22.3%
Enrichment Yrs Singles/Cpls: 55 to 64	2,899	3,312	3,406	3,484	5.1%	5.5%	5.4%	5.3%
Retirement Opportunities: 65 & over	3,701	4,033	4,773	5,486	6.5%	6.7%	7.6%	8.4%
<b>Total:</b>	<b>57,111</b>	<b>60,196</b>	<b>62,934</b>	<b>65,394</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

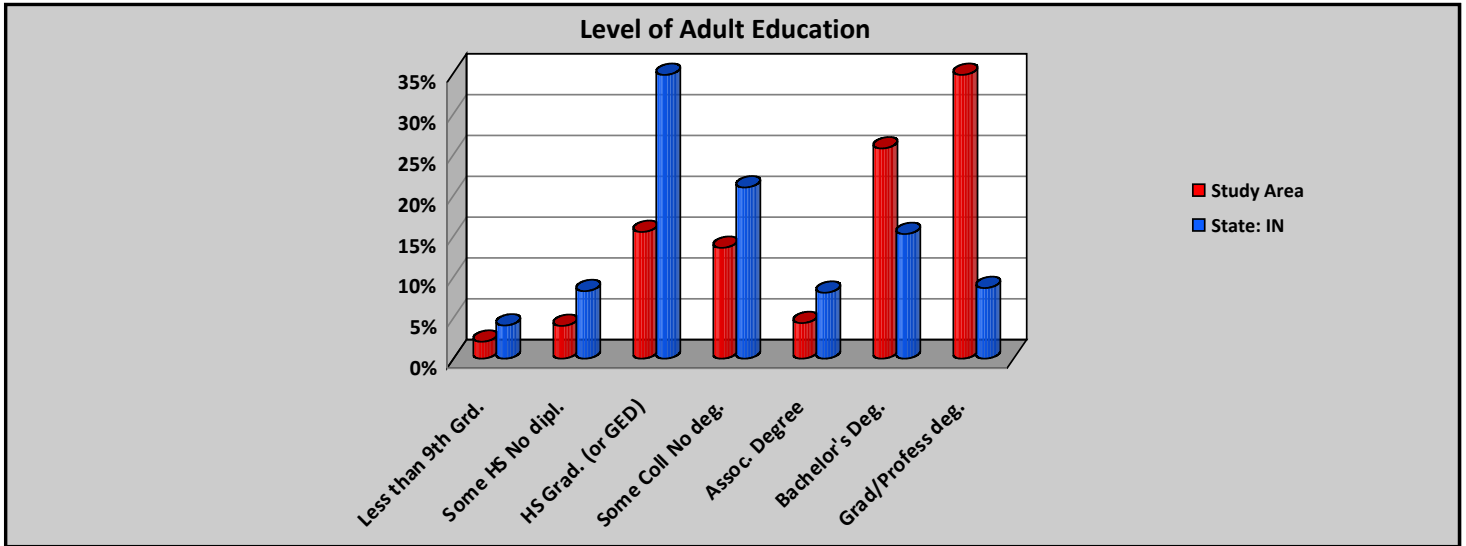
## Education and Career Status Theme

The Education/Career Status theme portrays the level of education and the career types by the categories of Blue Collar and White Collar in the study area.

### Adult Educational Attainment

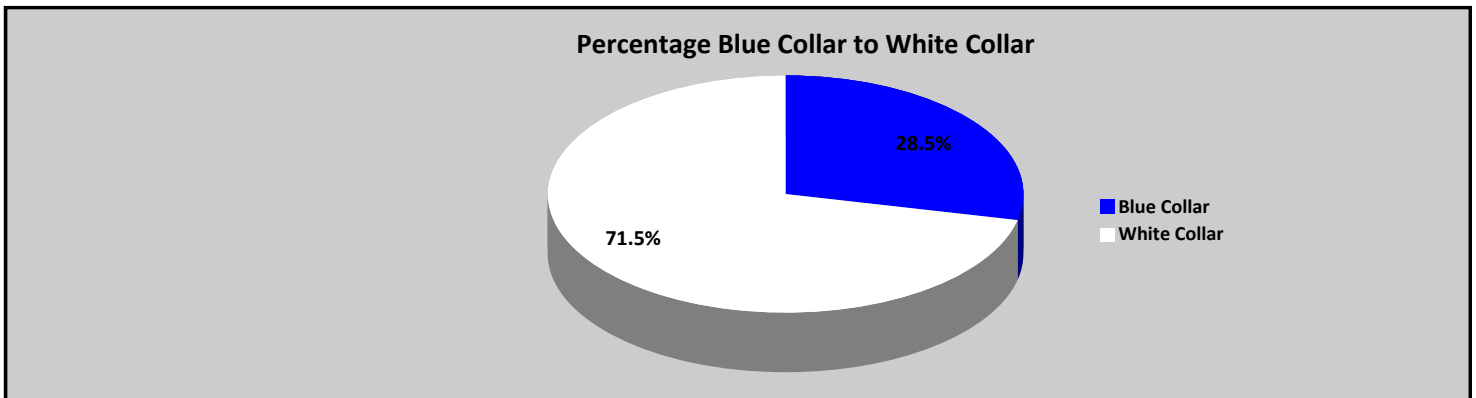
The following graphs present the adult population within the study area 25 years of age and older by the level of education completed.

### Adult Educational Attainment Compared to the State of IN



Education Level of Adults 18 Years and Older	Actual Hhlds by Year			Percent of all Hhlds by Year	2016 to 2021	
	2016	2021	Change		2016%	2021%
Less than 9th Grade	526	533	7	2.1%	2.0%	0.0%
Some High School, No diploma	1,016	1,026	10	4.0%	3.9%	-0.1%
High School Graduate (or GED)	3,933	4,025	92	15.5%	15.4%	-0.1%
Some College, No degree	3,440	3,483	43	13.6%	13.3%	-0.2%
Associate Degree	1,104	1,199	95	4.4%	4.6%	0.2%
Bachelor's Degree	6,526	6,633	107	25.7%	25.4%	-0.3%
Graduate or Professional school degree	8,810	9,218	408	34.7%	35.3%	0.5%
<b>Total:</b>	<b>25,355</b>	<b>26,117</b>	<b>762</b>	<b>100.0%</b>	<b>100.0%</b>	

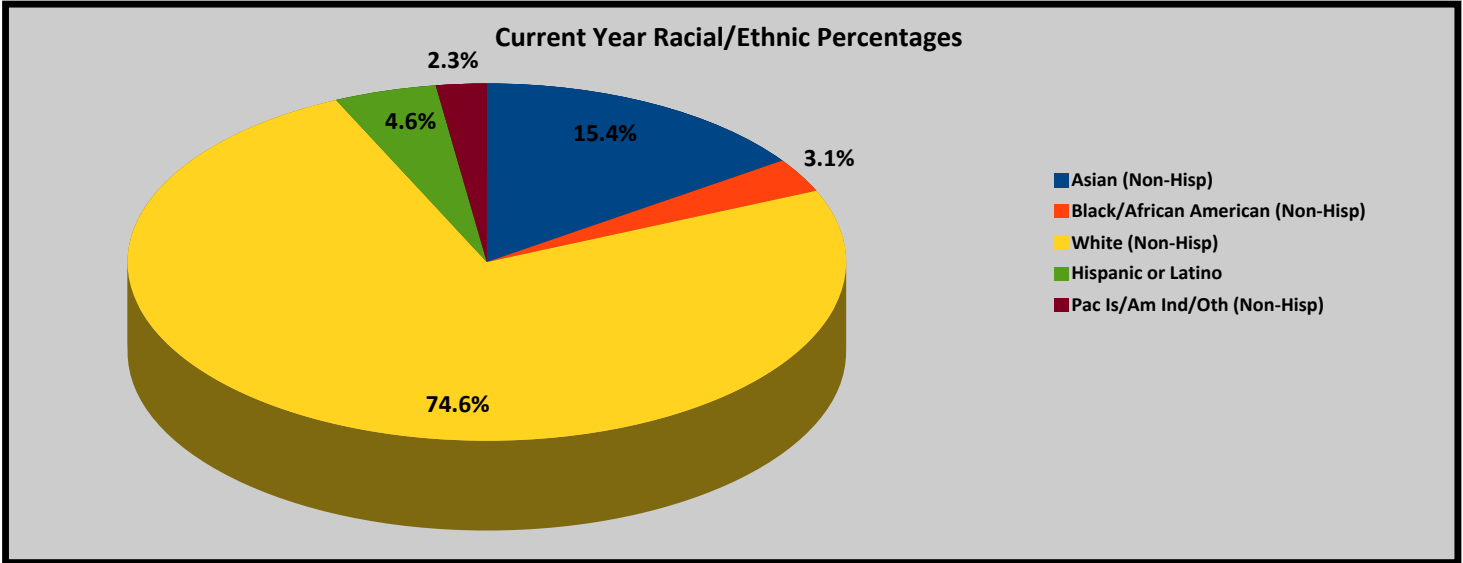
### Career Types: Blue Collar and White Collar



## Community Diversity Theme

The diversity of a community is shaped by the racial/ethnicity of the people who reside in it but also people's age, income and education.

### Study Area Racial and Ethnic Diversity



NOTE: Race and ethnicity breakouts are based upon Census Bureau categories. Only those groups for which the Bureau provides extended detail can be reported.

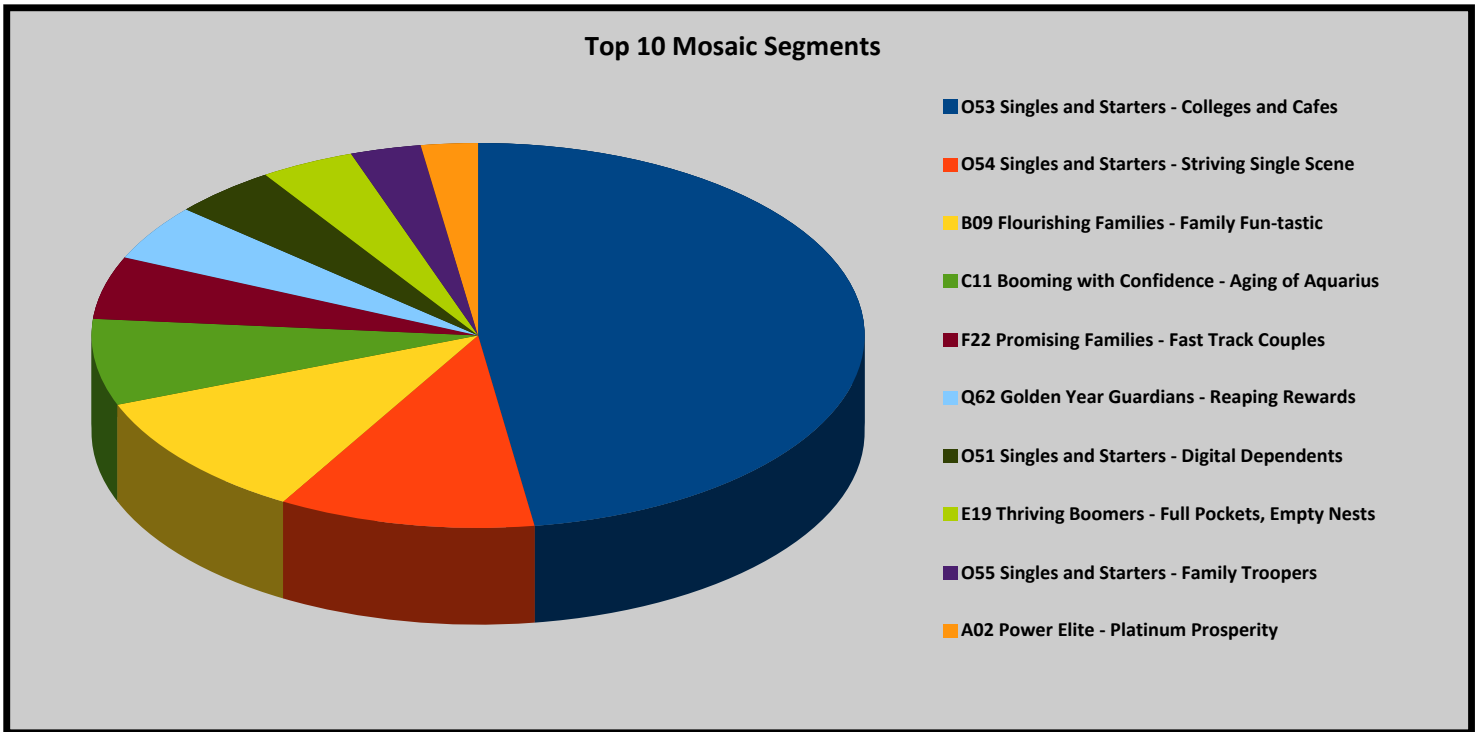
### Race and Ethnic History and Trends

Racial/Ethnicity by Year	Actual Population by Year			2010 to 2021 Change	Percent of all Pop by Year			2010 to 2021 % Change
	2010	2016	2021		2010%	2016%	2021%	
Asian (Non-Hisp)	8,910	9,253	9,699	789	15.6%	15.4%	15.4%	-0.2%
Black/African American (Non-Hisp)	1,788	1,857	1,945	157	3.1%	3.1%	3.1%	0.0%
White (Non-Hisp)	42,424	44,932	46,921	4,497	74.3%	74.6%	74.6%	0.3%
Hispanic or Latino	2,696	2,782	2,902	206	4.7%	4.6%	4.6%	-0.1%
Pac Is/Am Ind/Oth (Non-Hisp)	1,294	1,371	1,467	173	2.3%	2.3%	2.3%	0.1%
<b>Total:</b>	<b>57,112</b>	<b>60,195</b>	<b>62,934</b>	<b>5,822</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	

## Community Diversity Theme

### Mosaic Lifestyle Segmentation Types

Mosaic Lifestyle Types provides insight into the behaviors, attitudes and preferences of the households within the Study Area. The result is a fuller multidimensional understanding of a community, neighborhood, zip code or other geography.



Mosaic	Study Area		State		Comparative Index
O53 Singles and Starters - Colleges and Cafes	5,419	38.1%	28,170	1.2%	3112
O54 Singles and Starters - Striving Single Scene	1,221	8.6%	33,703	1.5%	586
B09 Flourishing Families - Family Fun-tastic	1,220	8.6%	24,856	1.1%	794
C11 Booming with Confidence - Aging of Aquarius	823	5.8%	77,927	3.4%	171
F22 Promising Families - Fast Track Couples	599	4.2%	52,337	2.3%	185
Q62 Golden Year Guardians - Reaping Rewards	536	3.8%	40,673	1.8%	213
O51 Singles and Starters - Digital Dependents	495	3.5%	106,125	4.6%	75
E19 Thriving Boomers - Full Pockets, Empty Nests	449	3.2%	8,150	0.4%	891
O55 Singles and Starters - Family Troopers	336	2.4%	41,735	1.8%	130
A02 Power Elite - Platinum Prosperity	270	1.9%	17,988	0.8%	243
	<b>11,368</b>		<b>431,664</b>		

### Learn about your Mosaic Households

To access Mosaic Portrait data click on:

[Mosaic USA E-Handbook by Experian](#) (To open in a new Tab hold Control key when you click on the link)

Handbook includes Mosaic Overview and two graphic pages for each of the 19 Groups and 71 Segments.

To access the Mosaic application guide click on:

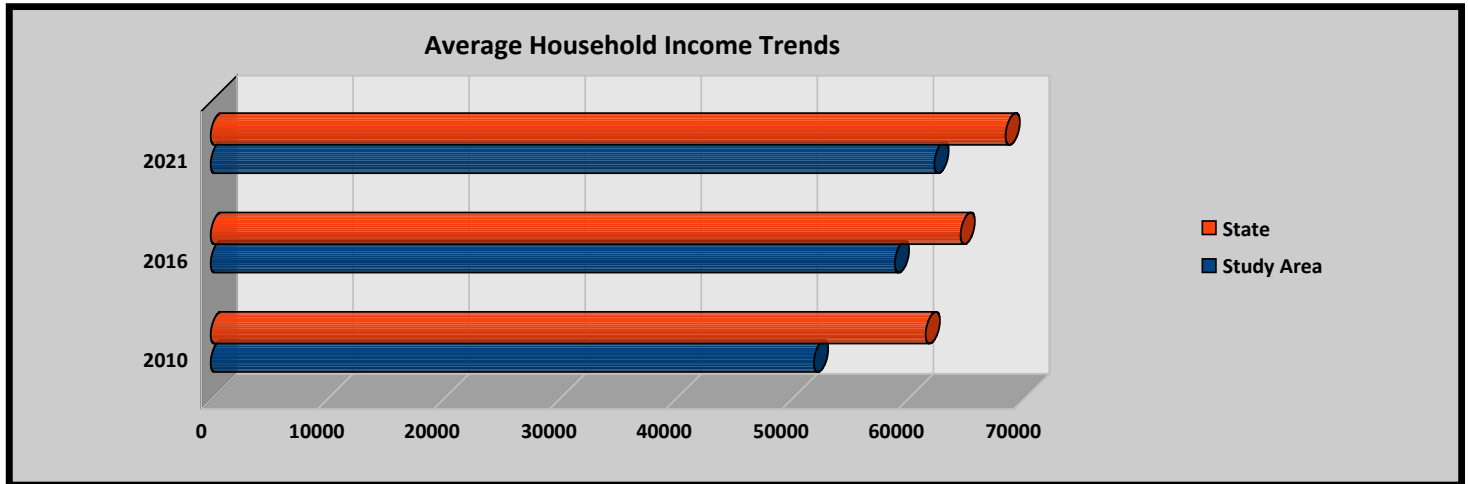
[Mission Impact Mosaic Application Guide by Bandy](#) (To open in a new Tab hold Control key when you click on the link)



## Financial Resources Theme

Financial resources available is an indicator of community opportunity or distress. Three variables are presented in this category: 1) Household Income, 2) Family Income and 3) Poverty.

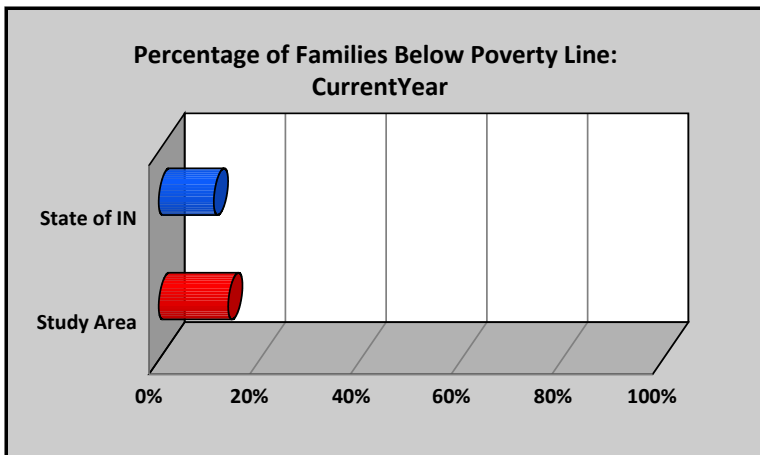
### Household Income



### Income Trends: Households and Families

	2010	2016	2021	2010 to 2021 Change
Average Household Income	51,967	58,938	62,344	10,377
Median Household Income	29,854	34,254	37,213	7,359
Per Capita Income	17,246	19,821	21,206	3,960
Median Family Income		71,902	70,516	70,516

### Poverty



Poverty Level	Pop	Area % Pop	IN % Pop
Above poverty level	7,123	86.2%	89.1%
Below poverty level	1,140	13.8%	10.9%
	<b>8,263</b>	<b>100.0%</b>	<b>100.0%</b>

## Religiosity Theme

The Religiosity provides insight into the level of religiosity of a study area. It is based upon the strength of each of the following five variables.

Religious Beliefs and Practices	Estimated Percent of the Study Area	Estimated Percent of the State of IN	Comparative Index*
Conservative Evangelical Christian	40.5	35	116
Consider Myself A Spiritual Person	49.2	45	109
Enjoy Watching Religious TV Programs	17.2	16	108
Important to Attend Religious Services	17.7	18	98
My Faith Is Really Important To Me	14.1	15	94

# Supporting Information

## Correlating the StoryView and DetailView Reports

The Detail View Report presents the important demographic detail behind the Demographic Indicators found on the QuickView page. It is organized around six themes.

DetailView Themes	StoryView Number	DetailView Themes	StoryView Number
1. Population, Households & Families	1 & 3	4. Community Diversity	5 & 9
2. Age	2	5. Financial Resources	6 & 7
3. Education/Career Status	4 & 8	6. Religiosity	10

## Interpreting the Report

The QuickInsite report is formatted to help you interpret data at a glance.

**Change over time:** Several trend tables have a column indicating a change over time. Generally these tables begin with the last census, include the current year estimate, a five year projection and if available, a 10 year forecast. The data in each cell represents a percentage change up or down.

**Color Coding:** Both the "Change over Time" and "Comparative Indexes" columns are color coded to easily spot any change and the direction of that change.

Change:	Increasing	Stable	Declining
Index:	Above Ave	Ave	Below Ave.

## Variable Definitions

Full variable definitions can be found in the MI Demographic Reference Guide. Download it free from the Help/Documents menu located on the map screen of your study area on the MissionInsite website.

**Indexes:** Some variables will have a column called "Comparative Index." An index is an easy way to compare a study area with a larger area. For this report, all comparisons are with the state or states within which the study area falls. The indexes can be interpreted as follows.

- Indexes of 100 mean the study area variable is the same as its base area.
- Indexes greater than 100 mean the study area variable is above the base area. The higher the number, the greater it is above the base.
- Indexes less than 100 mean the study area variable is below the base area. The lower the number, the greater it is below the base.

## Support

If you need support with this report, please email MissionInsite at [misupport@missioninsite.com](mailto:misupport@missioninsite.com).